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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patentee: GOLDBERG et al.

Patent No.: 7,496,943

Issued: February 24, 2009

Atty. File No.: 3367-2-2

Entitled: "NETWORK SYSTEM FOR  
PRESENTING ADVERTISING"

) Group Art Unit: 3714  
)  
) Confirmation No.: 4950  
)  
) Examiner: Manuel, George C.  
)

NOTIFICATION OF CHANGE IN  
STATUS RESULTING IN LOSS OF  
SMALL ENTITY STATUS AND  
PAYMENT OF DEFICIENCY  
AMOUNTS

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING  
TRANSMITTED VIA FACSIMILE TO 571-273-6500 ADDRESSED TO  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK  
OFFICE, ATTN: MAINTENANCE FEE, 2051 JAMESON AVENUE,  
SUITE 300, ALEXANDRIA, VA 22314, ON AUGUST 13, 2012.

TYPED OR PRINTED NAME: Amy S. Duarte

SIGNATURE: /Amy S. Duarte/

Attn: Maintenance Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

Applicant, through his attorneys, hereby notifies the United States Patent and Trademark Office of a change in status resulting in a loss of small entity status in the above-referenced application. The undersigned became aware of the change in status during the prosecution of the above-identified application and the issue fee was paid as a large entity on May 5, 2008. However, upon recent review of the transaction history, it appears that \$665.00 of the issue fee was erroneously refunded to Applicant on June 3, 2008.

Since the assignee for the above-identified U.S. patent is considered a large entity with respect to this patent, please debit Deposit Account No. 50-5775 for both the large entity amount of \$1,130.00 for the 4<sup>th</sup> year maintenance fee, and \$665.00 for the deficiency in the large entity issue fee payment that was originally transmitted on May 5, 2008 (and subsequently refunded on June 3, 2008). Form PTO-SB45 is transmitted herewith in connection with the maintenance fee payment. If the Office determines that additional fees are due, authorization is hereby granted to charge such additional fees to the above-identified Deposit Account.

Respectfully submitted,

STRATEGEMIP LTD.

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Date: August 13, 2012